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**FOR IMMEDIATE RELEASE:**

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## **CASEY C. RAMAGE NAMED VICE PRESIDENT OF MARKETING AND PARTNERSHIPS FOR CHURCHILL DOWNS RACETRACK AND THE KENTUCKY DERBY**

**LOUISVILLE, Ky. (Tuesday, Dec. 14, 2021)** – Churchill Downs announced today that Casey C. Ramage has been named Vice President of Marketing and Partnerships for the famous racetrack. In this role, Ramage will be responsible for establishing the brand strategy for the property and the Kentucky Derby while leading the marketing and partnerships teams. She will serve as the primary liaison with all external agencies to ensure consistency across the brand and to guarantee alignment with the overall goals of Churchill Downs. Ramage will report directly to Mike Anderson, President of Churchill Downs Racetrack.

Ramage returns to Churchill Downs having previously served as Vice President of Branding and Licensing (2009-2012) and Senior Director of Marketing (2007-2009). During that tenure, she launched enduring Kentucky Derby week assets like Taste of Derby and the KentuckyDerbyParty.com platform, chaired the re-launch of Kentucky Oaks to focus on women and charity and was on the charter team responsible for establishing “The Road to the Kentucky Derby.”

“I’m thrilled to return to Churchill Downs and contribute to our growth as we prepare for Derby 150,” Ramage said. “The Kentucky Derby is an incomparable experience and I’m eager to work with our partners, the community and the team to build impact around this incredibly special institution and iconic tradition.”

Prior to assuming her current leadership role at Churchill Downs, Ramage developed brand vision for Champion Gaming as their Chief Marketing Officer. Her 17 years of extensive experience in marketing and public relations include Vice President roles at EdjSports and Brown Jordan Company. Ramage holds a B.S. in Business from the University of Kentucky and has earned an Executive Education from Wharton Business School.

“Casey brings a deep understanding of the Kentucky Derby brand and we are thrilled to welcome her back to Churchill Downs to lead these critical marketing and partnerships functions,” Anderson said. “She brings the ideal combination of experience, passion and emotional connection to usher this timeless brand into its 150<sup>th</sup> year.”

### **ABOUT CHURCHILL DOWNS RACETRACK**

Churchill Downs Racetrack (“CDRT”), the world’s most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September, and the Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The saddling paddock and the stable area has barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round simulcast wagering facility. [www.ChurchillDowns.com](http://www.ChurchillDowns.com).

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